

Rep Order# 8833204 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 36850

Printed: 10/02/2012 11:20 AM
Last Received: 10/02/2012 11:08 AM
Showing Buylines: All Lines

1 of 5

Station KLAS-TV LAS VEGAS
Advertiser () CROSSROADS GPS
Product CROSSROADS GPS
Estimate# 778
Buyer EMILY MILHOAN
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E //778
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK
TOTAL - \$126,335
PLEASE CONFIRM
THANKS, MIKE!

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------|-------------|--|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | TU-F | 137A-237A | ELECTRIC PLAYGROUND | :30 | \$85.00 | 09/25-09/28 | 2 | 1 | 2 | \$170.00 | |
| | 2 | M | 137A-237A | ELECTRIC PLAYGROUND | :30 | \$100.00 | 10/01-10/01 | 1 | 1 | 1 | \$100.00 | |
| | 3 | SU | 600A-630A | 8 NEWS NOW SUN MORNING #1 | :30 | \$400.00 | 09/30-09/30 | 1 | 1 | 1 | \$400.00 | |
| | *4 | SU | 800A-830A | 8 NEWS NOW SUN MORNING #2 | :30 | \$1,500.00 | 09/30-09/30 | 1 | 1 | 1 | \$1,500.00 | |
| | | | | Sales Remark: V7 . | | | | | | | | |
| | | | | V7 Comment Changed, Spots/week Changed | | | | | | | | |
| | 5 | SU | 630A-800A | CBS SUNDAY MORNING | :30 | \$1,500.00 | 09/30-09/30 | 1 | 1 | 1 | \$1,500.00 | |
| | *6 | SU | 500P-700P | 8 NEWS NOW @ 5P & 6P | :30 | \$1,200.00 | 09/30-09/30 | 1 | 1 | 1 | \$1,200.00 | |
| | | | | Sales Remark: V7 . | | | | | | | | |
| | | | | V7 Comment Changed, Spots/week Changed | | | | | | | | |
| | 7 | TU-F | 1100P-1135P | 8 NEWS NOW @ 11P | :30 | \$1,900.00 | 09/25-09/28 | 3 | 1 | 3 | \$5,700.00 | |

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|----|--|------|-------------|----------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 8 | M | 1100P-1135P | 8 NEWS NOW @ 11P | :30 | \$2,200.00 | 10/01-10/01 | 1 | 1 | 1 | \$2,200.00 | |
| | 9 | TU-F | 900A-1000A | LIVE WITH KELLY | :30 | \$750.00 | 09/25-09/28 | 4 | 1 | 4 | \$3,000.00 | |
| | 10 | M | 900A-1000A | LIVE WITH KELLY | :30 | \$850.00 | 10/01-10/01 | 1 | 1 | 1 | \$850.00 | |
| | 11 | TU-F | 630P-700P | INSIDE EDITION | :30 | \$1,200.00 | 09/25-09/28 | 4 | 1 | 4 | \$4,800.00 | |
| | 12 | M | 630P-700P | INSIDE EDITION | :30 | \$1,300.00 | 10/01-10/01 | 1 | 1 | 1 | \$1,300.00 | |
| | 13 | TU-F | 1200P-1230P | NOON NEWS | :30 | \$750.00 | 09/25-09/28 | 3 | 1 | 3 | \$2,250.00 | |
| | 14 | M | 1200P-1230P | NOON NEWS | :30 | \$850.00 | 10/01-10/01 | 1 | 1 | 1 | \$850.00 | |
| | 15 | TU-F | 500P-630P | 8 NEWS NOW @ 5P & 6P | :30 | \$1,300.00 | 09/25-09/28 | 4 | 1 | 4 | \$5,200.00 | |
| | 16 | M | 500P-630P | 8 NEWS NOW @ 5P & 6P | :30 | \$1,500.00 | 10/01-10/01 | 1 | 1 | 1 | \$1,500.00 | |
| | 17 | TU-F | 1000A-1100A | PRICE IS RIGHT | :30 | \$2,500.00 | 09/25-09/28 | 1 | 1 | 1 | \$2,500.00 | |
| | *18 | M | 1000A-1100A | PRICE IS RIGHT | :30 | \$3,500.00 | 10/01-10/01 | 1 | 1 | 1 | \$3,500.00 | |
| | Sales Remark: V7 . V7 Comment Changed, Spots/week Changed | | | | | | | | | | | |
| | 19 | TU-F | 400P-500P | 8 NEWS NOW @ 4P & 5P | :30 | \$1,100.00 | 09/25-09/28 | 4 | 1 | 4 | \$4,400.00 | |
| | 20 | M | 400P-500P | 8 NEWS NOW @ 4P & 5P | :30 | \$1,300.00 | 10/01-10/01 | 1 | 1 | 1 | \$1,300.00 | |

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|-----|-----|------|-------------|--|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | *21 | TU-F | 600A-700A | 8 NEWS NOW @ 6A | :30 | \$900.00 | 09/25-09/28 | 4 | 1 | 4 | \$3,600.00 | |
| | | | | Sales Remark: V7 . | | | | | | | | |
| | | | | V7 Comment Changed, Spots/week Changed | | | | | | | | |
| | 22 | M | 600A-700A | 8 NEWS NOW @ 6A | :30 | \$1,200.00 | 10/01-10/01 | 1 | 1 | 1 | \$1,200.00 | |
| | *23 | TU-F | 1135P-1237A | LETTERMAN | :30 | \$750.00 | 09/25-09/28 | 4 | 1 | 4 | \$3,000.00 | |
| | | | | Sales Remark: V7 . | | | | | | | | |
| | | | | V7 Comment Changed, Spots/week Changed | | | | | | | | |
| | 24 | M | 1135P-1237A | LETTERMAN | :30 | \$850.00 | 10/01-10/01 | 1 | 1 | 1 | \$850.00 | |
| | *25 | SA | 500A-700A | SAT EARLY SHOW | :30 | \$450.00 | 09/29-09/29 | 1 | 1 | 1 | \$450.00 | |
| | | | | Sales Remark: V7 . | | | | | | | | |
| | | | | V7 Comment Changed, Spots/week Changed | | | | | | | | |
| | *26 | TU-F | 700A-900A | CBS THIS MORNING | :30 | \$800.00 | 09/25-09/28 | 4 | 1 | 4 | \$3,200.00 | |
| | | | | Sales Remark: V7 . | | | | | | | | |
| | | | | V7 Comment Changed, Spots/week Changed | | | | | | | | |
| | 27 | M | 700A-900A | CBS THIS MORNING | :30 | \$1,000.00 | 10/01-10/01 | 1 | 1 | 1 | \$1,000.00 | |
| | *28 | TU-F | 500A-600A | 8 NEWS NOW @ 5A | :30 | \$800.00 | 09/25-09/28 | 4 | 1 | 4 | \$3,200.00 | |
| | | | | Sales Remark: V7 . | | | | | | | | |
| | | | | V7 Comment Changed, Spots/week Changed | | | | | | | | |
| | 29 | M | 500A-600A | 8 NEWS NOW @ 5A | :30 | \$1,000.00 | 10/01-10/01 | 1 | 1 | 1 | \$1,000.00 | |
| | 30 | TU-F | 300P-400P | ELLEN | :30 | \$900.00 | 09/25-09/28 | 3 | 1 | 3 | \$2,700.00 | |
| | 31 | M | 300P-400P | ELLEN | :30 | \$1,000.00 | 10/01-10/01 | 1 | 1 | 1 | \$1,000.00 | |

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|----|-----|--|-------------|---------------------------|-----|-------------|-------------|------------|------------|-------------|-------------|---------|
| | *32 | TU | 1000P-1100P | VEGAS | :30 | \$7,500.00 | 09/25-09/25 | 1 | 1 | 1 | \$7,500.00 | |
| | | Sales Remark: V7 . | | | | | | | | | | |
| | | V7 Comment Changed, Spots/week Changed | | | | | | | | | | |
| | 33 | W | 1000P-1100P | CSI | :30 | \$12,000.00 | 09/26-09/26 | 1 | 1 | 1 | \$12,000.00 | |
| | 34 | TH | 800P-900P | BIG BANG/TWO & A HALF MEN | :30 | \$18,000.00 | 09/27-09/27 | 1 | 1 | 1 | \$18,000.00 | |
| | 35 | SU | 900P-1000P | THE GOOD WIFE | :30 | \$8,500.00 | 09/30-09/30 | 1 | 1 | 1 | \$8,500.00 | |
| | 36 | SU | 1000P-1100P | THE MENTALIST | :30 | \$9,500.00 | 09/30-09/30 | 1 | 1 | 1 | \$9,500.00 | |
| | *37 | TU-F | 1237A-137A | LATE LATE SHOW | :30 | \$350.00 | 09/25-09/28 | 3 | 1 | 3 | \$1,050.00 | |
| | | Sales Remark: V7 . | | | | | | | | | | |
| | | V7 Comment Changed, Spots/week Changed | | | | | | | | | | |
| | 38 | SA | 1135P-1235A | PRIVATE PRACTICE | :30 | \$250.00 | 09/29-09/29 | 1 | 1 | 1 | \$250.00 | |
| | 39 | TU-F | 400A-459A | 8 NEWS NOW @ 4A & 430A | :30 | \$100.00 | 09/25-09/28 | 3 | 1 | 3 | \$300.00 | |
| | 40 | SU | 135A-205A | SPORT SPECIAL | :30 | \$100.00 | 09/30-09/30 | 1 | 1 | 1 | \$100.00 | |
| | 41 | TU-F | 137A-400A | OVERNIGHT ROS | :30 | \$40.00 | 09/25-09/28 | 2 | 1 | 2 | \$80.00 | |
| | *42 | TH | 900P-1000P | PERSON OF INTEREST | :30 | \$18,000.00 | 09/27-09/27 | 0 | 0 | 0 | \$0.00 | |
| | | Sales Remark: V7 . | | | | | | | | | | |
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| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | *43 | SA | 530P-600P | POLITICS NOW | :30 | \$1,000.00 | 09/29-09/29 | 0 | 0 | 0 | \$0.00 | |
| | | | | Sales Remark: V7 . | | | | | | | | |
| | | | | V7 Comment Changed, Spots/week Changed | | | | | | | | |
| | *44 | SA | 800P-900P | CRIMETIME | :30 | \$3,100.00 | 09/29-09/29 | 0 | 0 | 0 | \$0.00 | |
| | | | | Sales Remark: V7 . | | | | | | | | |
| | | | | V7 Comment Changed, Spots/week Changed | | | | | | | | |
| | *45 | SA | 930A-1200P | ACC FOOTBALL | :30 | \$3,635.00 | 09/29-09/29 | 1 | 1 | 1 | \$3,635.00 | |
| | | | | Sales Remark: V7 . | | | | | | | | |
| | | | | V7 Program Name Change, Comment Changed | | | | | | | | |

---REPORT TOTALS---

Report Totals: 78 / \$126,335.00

---SALES MONTHLY TOTALS---

Sep 12: 65 / \$109,685.00 Oct 12: 13 / \$16,650.00

Sales Totals: 78 / \$126,335.00

Station Totals: 78 / \$126,335.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$421,117 | CABL | 0% | KLAS | 30% | KSNV | 40% | KTNV | 25% | KTUD | 0% |
| | | KVCW | 0% | KVMY | 0% | KVVU | 5% | UNKN | 0% | | |

---COMPETITIVE COMMENTS---

SHARES ARE ESTIMATED

Books null
Demos RA35+